

RAY LEWIS
EDITOR AND
PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

CANADIAN MOVING PICTURE

Digest

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 40, No. 13

TORONTO, CANADA

July 24th, 1948

To Be Or Not To Be A Critic

TERRY RAMSAYE is a journalist; he has a discerning and creative mind, and his viewpoint makes interesting reading in the Motion Picture Herald. In his review of the J. Arthur Rank production of William Shakespeare's "Hamlet", produced by Laurence Olivier, directed by Olivier, and in which production Olivier plays Hamlet, the conclusion he arrives at is that the picture will not be a box office success, that it is not Screen Entertainment, but that it will eventually prove a valuable record for a Film Library.

We quote from another review of "Hamlet", published in the Film Daily. "Unmistakably stamped with genius. This film will doubtless be a peak moment of filmgoing for a long time. Superb in every respect, and potentially great box office".

Here are two criticisms of a motion picture which are directly opposed in viewpoint. While we admit that people do not think alike, still there should be some uniformity of opinion among critics, who are accepted as knowing screen values. Such diversity of opinion as expressed in the Motion Picture Herald and the Film Daily, leaves us no alternative but to discount both reviews, form our own opinion, and let the box office be the critic, the box office which reflects public opinion.

This is not to the discredit of the Art of Criticism, for good reviews are valuable and they do, at times, influence public opinion, but where a critic caustically brushes off a book, or a play, or a motion picture, which has the ingredients of greatness, such criticism presents a challenge to an author, or a producer, and to the public, and in the final analysis, in respect to a picture, if the public reaction shows a profitable box office, the critic, who brushed off the picture, should admit an error in judgment.

"Hamlet" is quite a different play than "Henry V", the latter which was produced in Color, and which had, for its finale, one of the choicest scenes of love-making and wooing which we have ever seen in any picture.

"Henry V" is not a morose and unhappy Shakespearean play, whereas "Hamlet" is tragic throughout, and at its finale, we refer to the stage production, the stage is literally strewn with dead bodies.

Revenge for his father's death is the motive of the play, "Hamlet", and added to all the deaths is the death of the Melancholy Dane, Hamlet, himself.

The picture is in black and white, since the theme is in keeping with that which expresses itself in shadows, pierced only by rays of light. Nevertheless, "Hamlet" is one of Shakespeare's most popular plays and it has always been the ambition of the greatest, and the lowliest, who followed the stage as a career, to play "Hamlet". Methinks that the expression, "A Ham" must have originated from "Hamlet".

It must be a great shock to a producer, who has lived with his picture for months and months, who believes that it is big, to have a critic, or critics make of it "a thing of shreds and patches", before the public has an opportunity of seeing the picture. In this respect we make a mistake, which the Stage never made. Critics' reviews on pictures should not be published until after the opening night of a picture, for public reaction must influence a critic's opinion, at least, to some extent, and why not give the picture a winning chance with the public, unprejudiced by critics' reviews? Being a Movie Fan and not a Critic, this is not a critic's criticism of critics.

—EDITOR.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

277 VICTORIA STREET

TORONTO

Vancouver News

By JACK DROY

BUILDING of a civic auditorium in Vancouver will be an objective of Community Planners Association, B.C. branch, this year. The building, proposed by the association, would combine an auditorium seating 6000 and a theatre seating 1700. Cost would be between two and three million dollars, it was estimated. Site will be in the downtown section. Detailed plans will be ready to bring before city council in November, it's expected.

British Columbia Flood Relief Fund passed the \$2,000,000 mark this week. Most of the folks have returned to their homes to find conditions pretty bleak. The fund will be used in caring for 5000 flooded-out families. Show business, as usual, came through with plenty of assistance in the form of benefit performances, donations, etc.

The orderly exodus of 200 children from a Saturday matinee, following a fire in an adjoining block, was reported by Jack Stone, manager of the Park Theatre at White Rock. Stone announced, from the stage, that there was a fire next door and he asked the children to leave in an orderly manner. They marched out, two by two, with no panic. Seventy-five children at the theatre were flood evacuees invited by Jack Stone.

A presentation of a Mixmaster was made by the Vancouver Film Board of Trade to R-K-O's Jimmy Davie, who was married recently to Margaret Spencer of M-G-M. Davie was in Toronto to attend the R-K-O regional sales meeting last week.

The Famous Player Capitol Theatre rose show in Vernon, B.C., gains in popularity each year. This was shown when exhibits for the 1948 rose show were judged. The Capitol Theatre Trophy is awarded to the winner each year, and gives the theatre a great deal of valuable publicity.

On the sick list is Willard Adamson, manager of International Film Distributors, who is back in the hospital undergoing another operation for his leg trouble. The father of Harry Page, Eagle-Lion B.C. manager, underwent a major operation. He is in his 73rd year.

The theatre industry in Vancouver has another headache with the new business tax which was put into effect by the city council on July 1st. The new tax assessments are based on 11% of the rental value. Some theatres are upped 450% for tax purposes. The circuits, who operate the majority of theatres, will be set back an additional \$50,000 annually, by the extra tax. Over 400 appeals have been launched by property owners, to date.

Mabel Grant, formerly with Empire-Universal, is in charge of the Vancouver office of Selznick Releasing Organization, under Cecil Black, sales representative for the Calgary and Vancouver territories. Offices are in the Dominion Bank Building, one mile from film row.

At a special command request screening, His Excellency, Archbishop W. M. Duke, and the members of the Catholic Clergy, saw R-K-O's "The Fugitive". The Archbishop highly praised the picture and made it part of his Sunday lecture prior to the R-K-O picture opening at the Cinema here. Lloyd Muir, R-K-O western publicity head, and Norman Duncan, for Famous Players, handled the screening.

Projectionists local 348 donated \$1000 to aid the B.C. Flood Emergency Fund. 348, with a total membership of 160 members, is to be congratulated on its community effort.

Mac Smee, assistant manager of the Strand, is doing a grand job of keeping the down town spot in the money while his boss, Jack Randall, is away in Calgary on a vacation and a look-see at the Stampede. Mac is a likeable chap and a first class showman.

Francis Martineau, Vancouver's popular magician, who is on the staff of Famous Players Art Department, recently completed a successful engagement at the Cave Supper Club, where Helen Forrest was the headline attraction.

In the absence, through illness, of Willard Adamson, manager of International Film Distributors, for the past three months, Doug Isman, his assistant, has been doing a first class job of pinch-hitting for his boss, keeping business up to normal.

Eddie Weisberg, U-A Vancouver booker, has jumped from amateur to semi-professional baseball this year. He is pitching with the New Westminster Royals in the Northwest semi-pro league. The lanky lefthander registered his third straight win, recently.

The Odeon Theatre at Trail, which was badly damaged by flood waters, is operating again after a quick job of reconditioning. Other B.C. theatres in the flood zones are getting ready to reopen. Heavy losses were taken by some theatre owners in B.C.

FOR SALE THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate delivery.

NOW — New all-steel construction spring-edge, highest quality Theatre Chairs available.

7500 yards of imported carpet direct from England and Scotland.

Enquiries Respectfully Solicited

"LA SALLE"

RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St. - Vancouver, B.C.

THE CANADIAN MOVING PICTURE DIGEST
8th Annual Showmanship Contest
CLOSES AUGUST 31st, 1948
GET YOUR ENTRIES IN NOW!

RAY PRESENTS



Whether all believe we know the answers, but if we are honest Show Folk we must admit that, at times, the other fellow's guess is as good as ours. Who knew that "Sitting Pretty" would create a better box office for 20th Century-Fox than "Wilson"? Did the producers know, did Famous Players know, that "Sitting Pretty" would run for nine weeks in their new Nortown Theatre,

when they played it day and date with the Victoria?

Child's Round Table knows everything, but they did not know that one, nor did they know that Columbia's "Mating of Millie" would be in its seventh week at the new Biltmore. Neither Columbia nor Ben Okun ever had such an idea, either; and what about a fourth week at Shea's for Columbia's "Fuller Brush Man"? Who knew the answers to this one? No one save a public, who repeat, "it's nonsense, but it makes me laugh".

Metro-Goldwyn-Mayer knew that a musical, with Irving Berlin's music, plus color by Technicolor, plus Judy Garland, and Fred Astaire doing the stuff for which he became famous, complete with a title like "Easter Parade", had a good chance of being good box office, but neither executives, nor management knew that, despite unusually hot summer weather, "Easter Parade" would break a 27 years record for business at Loew's State Theatre, New York.

Paramount knew that with Bing Crosby, Joan Fontaine and Viennese waltzes, a good love-story, and Color, "Emperor Waltz" looked big, but when some of its scenes were produced at Jasper Park, Canada, did they know, that during one of the hottest summer spells of weather, "Emperor Waltz" in its third week would gross \$156,000 at Radio City Music Hall.

DID the Film trade and press critics know that "Arch of Triumph" would stay 12 weeks at the Globe Theatre, N.Y.? Did Warner Bros., who released "The Prime Minister", in 1941, starting off, in Canada, with such a fanfare, know that from a box office point of view it would be null and void and that seven years later it would be presented at the International Cinema, Toronto, where it played four weeks?

Did the Independents know that, during their sponsorship and support of Divestiture, the foreign film markets would be practically lost to Hollywood, and that the major producer-distributor-exhibitor, harassed by Anti-Trust Suits, Government Decrees, frozen currencies, limited markets, studio strikes, might become indifferent to the production of million dollar pictures, might become sufficiently interested in the non-commercial market and Television, to put their eggs in another profitable basket?

Did Famous Players Canadian Corp. know that J. Arthur Rank would carry out an extensive theatre-building program, and did the American Industry know that he would operate in many countries? Having partly solved the Ad Valorem tax, did Hollywood expect to find a closed door, in respect to the 45% British Film Quota legislation?

Did Mr. Rank know that the Independent British Exhibitors and competitive British Circuits would object to his support of the Film Quota Legislation, and would publicly declare the Film Quota percentage unworkable?

Did Hollywood know when Howard Hughes produced "The Outlaw", that one day he would control a major producing, distributing and theatre company, R-K-O-Radio Pictures?

Who, but David Selznick, knew that "Duel In The Sun" would climb to million dollar grosses, challenging other million dollar records, and who knew, that he would establish his own Distributing company?

When Bing Crosby sang a chorus of a song, in "Reaching For The Moon", starring Douglas Fairbanks and Bebe Daniels, who knew that Bing Crosby would one day break screen and disc records?

DID Charles Skouras, as an immigrant Greek lad, coming to America, know that one day the Skouras family would be famous in Motion Pictures? Did George Ganetakis, when he came to a meeting of the Motion Picture Theatre Owners of Canada, know that he would become president of United Amusements, and one of Famous Players most important affiliates?

Did Arthur Hirsch know, when he left Toronto, years ago, that he would link up with Alex Adilman, and that together they would form Consolidated Theatres, Famous Players important affiliate in Montreal and Quebec?

Did The Hon. J. Earl Lawson, when practising law at Toronto, imagine himself President of Odeon Theatres of Canada, and did John J. Fitzgibbons, when he was the operator of a little theatre in the U.S. dream of a time when he would be president of Famous Players Canadian Corp.?

Who imagined that Ernie Rawley, a dyed-in-the-wool stage show impressario, would one day present and exploit motion pictures at the Royal Alexandra; and who believed that one day, the Massey Foundation Fund, would reconstruct Massey Hall, and install first class 35mm. motion picture equipment?

Years ago, Life Magazine had, with its trademark, an engraving of a figure, with a three-pronged spear in its hand, pursuing the Devil, who was on the run. The caption was, "While There's Life, There's Hope". Let no man look down on his fellow-man, because his name is not written in the Blue Book of Who's Who, for neither Emperors, Kings, Presidents nor Dictators know what's what. In the unrolling of the Fabric of Time, names may be woven in the very threads which form the Pattern of our Destiny.

WE learn that 20th Century-Fox is to produce Samuel Shellaburger's novel, "The Prince of Foxes", which deals with the infamous family of the Borgias, and the Renaissance Papacy. While the adaptation for the screen will eliminate the parenthood of Cesare and Lucrezia, illegitimate children of Alexander VI, the Borgia Pope, all does not appear to be well on the 20th Century-Fox front. The Jews object to "The Merchant of Venice" because it represents the Jew, Shylock, as a mercenary, after "a pound of Christian flesh". Despite the name of Shakespeare, not only Jews, but decent and fair-minded people, object to this Shakespearean play, because it incites racial hatred. Shakespeare's libel on the Jew, was not presented by Shakespeare as a historical fact; the true story of the pound of flesh can be found in the Basilica, Rome, and there is a record, that it was a Christian, of Genoa, who demanded the pound of flesh on a bond, from another Christian.

Shellaburger's "Prince of Foxes" contains historical data. The Roman Catholic Church, despite certain eliminations, which the producer intends to make, will not take kindly to the Screen production, and the Catholic Church will not take kindly to the publicity which the Screen will give the book. I remember "Forever Amber",

(Continued on Page 10)

Toronto and District

By BILL PRESS

THE new amusement tax report forms of the Province of Ontario have exhibitors and managers in a heated condition, apart from the natural state of the summer weather. What used to be a simple one-page report for each month under the former Amusements Tax Act has become a combination four-page questionnaire and report form under the Hospitals Tax Act 1948, the official title of the latest Ontario law.

In the old form, there were spaces for name and address, columns for daily pay-ticket sales and complimentary tickets, spaces for ticket tax serial numbers in different denominations, a tax summary for the month and dotted lines for signature. That was all.

The new report form, four times longer, is a labyrinth of questions and spaces for tabulations which are to be broken down into various itemized listings — in addition to what appeared on the reports of a decade ago. On top of the shock of the sudden adoption of the Ontario impost, the theatre men are aghast at the prospect of the tax-report burden.

The Motion Picture Theatres Association of Ontario has taken up the cudgels in behalf of its many members, against what it calls "the complicated set-up of the new tax form". The promise is made that the association will continue to press for a simplified form.

Win Barron, Paramount publicity head, was elected chairman of the newly-formed Public Relations Committee of the Canadian Motion Picture Industry. Among those present at the inaugural meeting were film publicity and advertising men and representatives of the trade press.

The State Theatre, which was formerly the Bloordale on Bloor Street West, Toronto, until it was acquired by 20th Century Theatres, has undergone a general overhaul, while the new policy includes matinees at 2 p.m. The manager is Dudley Dumond, who was followed at the Scarboro Theatre by Tom Montague. The assistant manager at the State Theatre is Robert Yeoman.

Samuel Cohen, father of Syd Cohen, Empire-Universal booker, passed away last week following an operation. Funeral services were held on Sunday in Toronto.

Harry J. Allen, H. A. Kaufman and Harold S. King, Cardinal Film heads, entrained for Chicago to attend a four-day Screen Guild convention at the Blackstone Hotel. New Screen Guild product, which is released in Canada by Cardinal Films was discussed. A product announcement will be forthcoming at an early date.

Summer vacation time is here again and members of the theatre managing fraternity are undergoing the usual period of restlessness before going off to lake mountain and sea for the annual respite from showmen blues.

"Northwest Stampede", the \$2,000,000 Eagle-Lion (Hollywood) Cinecolor spectacle that was filmed entirely in Canada, is featured in a special spread in the August issue of Mayfair Magazine — Canada's leading high-class society and fashions monthly — which appeared on July 15th, it was announced by Irving Herman, ad-publicity director for International Film Distributors, which company represents the Hollywood studios in Canada.

B. M. Tate, editor of Mayfair, scheduled the special layout on "Northwest Stampede" to coincide with the world premiere of the picture which was held in Calgary on July 15th.

Toronto-born Art Arthiur wrote the scenario for "Northwest Stampede", which stars James Craig, Joan Leslie, Jack Oakie and Chill Wills.

Jack Karr, veteran movie columnist of the Toronto Daily Star, has become a benedict, announcement having been made of the marriage of Jack to Vera Elizabeth Swann at Guelph. Rev. D. G. Paton of Chalmers United Church, Guelph, officiated.

Six features were rated "Adult Entertainment" by the Ontario Censor Board in June. They were "Dear Murderer", "Hatter's Castle", "Mark of Cain", "Blanche Fury", "Furia" and "Road to the Big House". Incidentally, "Furia", the Italian feature, was held for a second week as a road show at the Royal Alexandra Theatre for its first Toronto engagement.

Patients at the Toronto Hospital for Sick Children were entertained with appropriate movies and presented with gift toys by a group of Variety Club members. Helen Allen, Toronto Telegram reviewer, went along to assist in the distribution of gifts.

Toronto had two more sneak previews, one at the Famous Players' Nortown Theatre and the other at the Odeon Danforth. Special midnight shows were staged at the Prince of Wales and the Community Theatres, two B & F houses, on July 16th, with all proceeds going to the families of the three victims of the well-digging accident on O'Connor Drive. The receipts from the midnight sneak preview at the Danforth Theatre also went for the same purpose, the admission price being \$1.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - Editor and Publisher

BERT H. WILKES - Associate Editor

Published by
CANADIAN MOVING PICTURE DIGEST
COMPANY, LIMITED

277 Victoria Street - Toronto

Telephone: Waverley 4929

Cable: Raydigest

Established 1915. Publication weekly.

Subscription: \$5.00 yearly

— Correspondents —

A. L. FAIRWEATHER..... Saint John, N.B.

J. J. CONKLIN..... Winnipeg, Man.

BRUCE PEACOCK..... Regina, Sask.

JACK DROY..... Vancouver, B.C.

WILL McLAUGHLIN..... Ottawa, Ont.

BILL PRESS..... Toronto, Ont.

ROY LESTER..... Montreal, Que.

Following the appointment of Isser Singerman, formerly of Ottawa, as manager of the 20th Century Family Theatre in Toronto's east end, David Robinson has been transferred to the Manor Theatre, Toronto. George McEwan of the Manor has gone to the Reo in Sudbury.

A personal problem developed for Herb Ochs, owner of the two Toronto drive-in theatres, when he was driving from Toronto to Ottawa with two daughters, Mrs. Patricia Hill and Miss Sue Ochs, to arrange last-minute details for the opening of the Drive-In at Britannia. A break occurred in the drive-shaft of their car and the trip was delayed for a couple of days. The manager of the new unit is Gordon White of Ottawa. Chief projectionist at the Britannia Drive-In is Murray Hall, who had been at the Centre Theatre, Ottawa, for some years.

Mrs. Irma Waddell, daughter of the late Clair Hague, is the proud mother of a baby boy, born in the Mount Hamilton Hospital. Her husband is Dr. Russell Waddell.

"Big City", M-G-M's outstanding release, described as a "Drama with songs", was screened for many special guests by Dewey Bloom, M-G-M Canadian publicity representative, last Monday and Tuesday. "Big City", which opens soon at the Uptown Theatre, was selected by New Liberty as "The Picture of the Month".

"The Fuller Brush Man" held at Shea's Theatre, Toronto, for a fourth week. In connection with its presentation at the Esquire Theatre, Brantford, a Fuller Brush guessing contest for 12 prizes was a special inducement.

The manager of the new Willow Theatre in suburban Willowdale is Mark Mehr. Originally, he was assistant to Martin Bloom at the Capitol Theatre in New Toronto and later became co-manager at the Hollywood Dual Theatre in North Toronto. The prices for the new unit of Premier Theatres are 42c for adults, 30c for students and 20c for juveniles.

IF THE INQUIRING PHOTOGRAPHER ASKED YOU:
"WHAT'S YOUR *Dream* MOTION PICTURE?"
—YOU'D PROBABLY ANSWER:



“The boxoffice
attraction of my *Dreams*
would be:

A FAMOUS
PROPERTY

with

A GLAMOROUS
FEMININE STAR

plus

A ROMANTIC
MALE CO-STAR

teamed for

LOVE AND
LAUGHTER

with

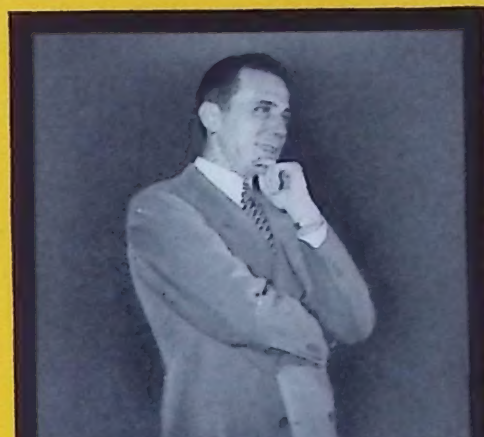
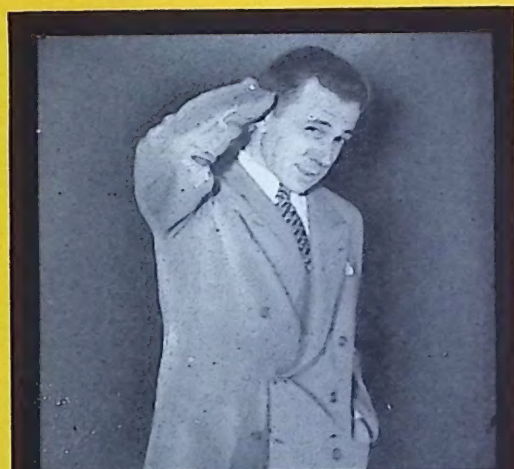
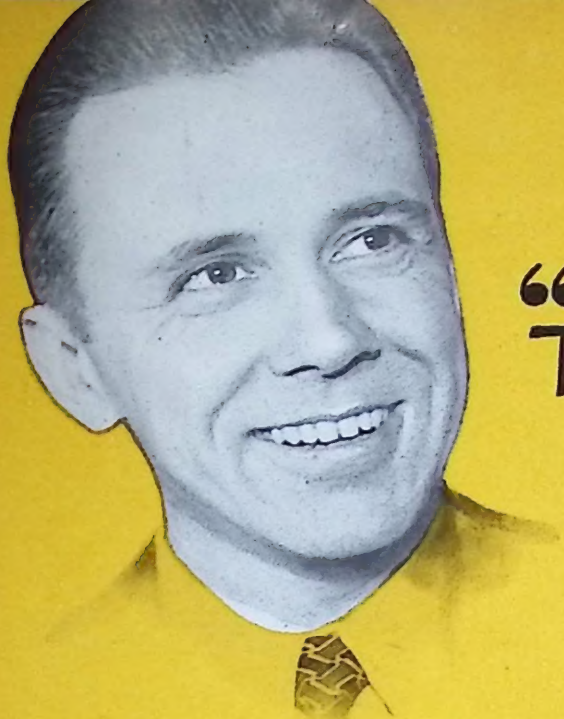
A DIFFERENT
SLANT

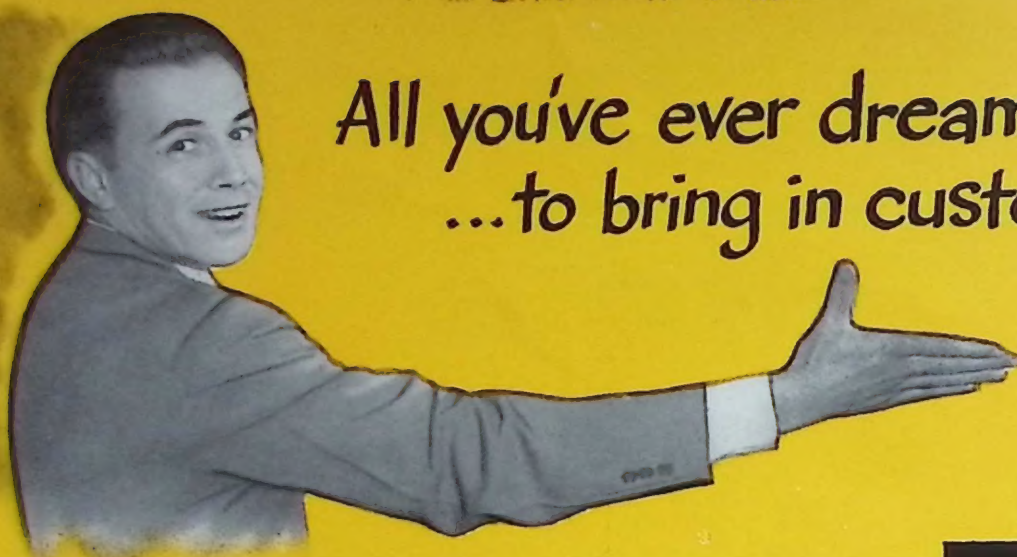
all packaged

FOR ENTERTAIN-99
MENT ONLY

MISTER, PARAMOUNT HAS MADE

YOUR *Dream* COME TRUE....





All you've ever dreamed about
...to bring in customers...
is all in



A FAMOUS PROPERTY

... the \$4.40 Broadway hit by a Pulitzer Prize playwright. With 440 laughs about a dreamy-eyed doll who always managed to catch the bride's bouquet but couldn't ever quite catch the groom.



A GLAMOROUS FEMININE STAR

... a new Hutton in a new topper for her talents, giving her a wider range than even "The Perils of Pauline" ... for she circles the wide world on a hilarious husband hunt and bags a big bad wolf.



A ROMANTIC MALE CO-STAR

... Macdonald Carey fills that order. You showmen voted him one of the first-line box-office personalities developed since the war (M. P. Herald poll) ... and today his popularity is at the boiling point.



BETTY
HUTTON

MACDONALD
CAREY

in

Dream Girl

LOVE AND LAUGHTER

... It's more romantic than a honeymoon. And it's even more fabulously funny than the original stage hit ... when Betty with her head in the clouds, keeps a whole string of boy-friends in a fog.

A DIFFERENT SLANT

... yes, all this—plus something different added for sensational boxoffice selling—for Betty plays a whole cavalcade of glamor roles from Manhattan to Tahiti while she's looking for that sweetie.

FOR ENTERTAIN- MENT ONLY

... and only Entertainment Expert Mitchell Leisen could give it so much gaiety. It's song-spiced too ... with that torchy number, "Drunk With Love" and that title-selling love song "Dream Girl."



with

PATRIC KNOWLES
VIRGINIA FIELD
WALTER ABEL
PEGGY WOOD

A Mitchell
LEISEN

Production

Produced by
P. J. WOLFSON

Directed by
MITCHELL LEISEN



...So No Wonder Its World Premiere at
N.Y. Paramount Drew These

"The most enjoyable American picture in months. Betty's style works like an old-fashioned 4th of July."

—N. Y. Post

"A delightfully kidding film. First audiences greeted it hilariously at the Paramount."

—Journal of Commerce

"The play has been faithfully preserved. A new-look Hutton in this worthwhile comedy."

—N. Y. Mirror

*CHEERS
FOR THE GIRL
WHO'S THE
Dream*

*OF THE
SCREEN*

From the Broadway
That Loved the Play!

"Paramount has turned out a sure-fire boxoffice winner from Elmer Rice's smash play." —Variety

"A delightfully entertaining picture. Betty makes the role her very own. Carey is outstanding."

—Daily News

"Plenty of comedy . . . pointed up for laughs. Miss Hutton has an acting job to do and does it well."

—N. Y. Sun

"Many laughs . . . bright packaging to reach the widest possible market. Goes all out for comedy."

—Brooklyn Eagle



Your Boxoffice *Dreams* Will
KEEP Coming True—All During

Betty Hutton • Macdonald Carey
in "DREAM GIRL"

Bing Crosby • Joan Fontaine
in "THE EMPEROR WALTZ"
Color by Technicolor

Ray Milland • Ann Todd • Geraldine Fitzgerald
in HAL WALLIS'
"SO EVIL MY LOVE"

Jean Arthur • Marlene Dietrich • John Lund
in "A FOREIGN AFFAIR"

Alan Ladd • Donna Reed
in "BEYOND GLORY"

**PARAMOUNT'S
SUMMER
HIT WAVE**

No Decision Reached In Maritime Dispute

In the hearing of the suit brought by Franklin-Herschorn Theatre Co. Ltd., against Famous Players Canadian Corporation, the first named Company claimed accounting of all monies received by Famous Players through the operation of the Orpheus Theatre, Halifax, and for a declaration that a contract, respecting the share of profits, is a continuing agreement. The action was heard before the Supreme Court at Halifax. According to report, J. M. Franklin, president of Franklin-Herschorn Theatre Company Ltd., said that under an agreement, made in 1936, Famous Players agreed to pay the F & H Company 25 per cent of all monies received from the operation of the Orpheus Theatre, by Halifax Theatres Ltd., as dividends. Famous Players had notified his Company that it was owner of the theatre and did not intend to renew the lease to Halifax Theatres Ltd. Mr. Franklin also stated that he had not received a notification of cancellation of the agreement. He testified that he was not complaining that Famous Players received dividends which his Company did not receive. No decision has been rendered by the Judge.

PETE SMITH SIGNS NEW M-G-M PACT

On the anniversary of his 23rd year at Metro-Goldwyn-Mayer, Pete Smith has signed a new long-term contract. Smith joined M-G-M in 1925, taking over as Studio Director of Publicity and Advertising. In April of 1932, he turned to production activities which have carried him to such great popularity in the motion picture world.

In those sixteen years, Pete has won two Academy Awards, and, for the past five years running, first place in the Motion Picture Herald's "Fame" poll for live-action short subjects, and firsts in numerous other audience-reaction and exhibitor polls.

Now working on his 200th short subject, Pete has covered every line of sport. He has made shorts out of scientific information ranging from radium to the micro-cinematography of mosquitoes. His cooking shorts have been the delight of the housewife.

Smith is the sole producer and narrator of his series, handling the great bulk of detail involved in getting a short subject to the screen by himself. In short subjects, Pete believes that he has found the greatest challenge in motion pictures — to get action, and dramatic punch rising to a definite, and necessarily speedy climax, all in one reel. On the basis of box office returns, Pete has successfully met that challenge.

The signing of Pete's new contract followed his recent completion of the current year's picture schedule.

Renaissance Chiefs Confer With Broidy

Steve Broidy, President of Allied Artists and Monogram Pictures, Hollywood, arrived in Montreal on Sunday, July 18th, for a series of conferences, and a first visit to Renaissance Films Studio. Mr. Broidy flew in from New York, and was met by Oscar Hanson, his Canadian General Manager who is headquartered in Toronto.

Joseph Than and Leonard H. Fields, Executive Producers of Canadian International Screen Productions, were in conference, Sunday, with Broidy and Hanson, who, on Monday, visited the new Renaissance plant, conferring there with J. A. DeSeve, President of the Dominion's first permanently-established studio, designed for feature film production.

CISP has contracted to deliver 10 features to Allied Artists-Monogram within the next two years, rolling on the first, a mining story, in September.

Rank Organization Handles Non-Theatrical Film Sales

Sales and distribution of educational, religious, and other non-theatrical films, as well as substandard distribution of features and entertainment programs throughout Canada for the J. Arthur Rank interests, will in future be handled by J. Arthur Rank 16 mm. Films Limited, it is announced by Oscar R. Hanson, general manager. The head office of the company is at 431 Yonge Street, Toronto, with branches throughout the Dominion.

SMART SHOWMANSHIP!



With two "Dancing" pictures in the offing, Manager Jack Clarke of Loew's, Toronto, decided to give patrons the opportunity of selecting their favorite dancing star — Gene Kelly, who stars in "The Pirate" or Fred Astaire, who stars in "Easter Parade" — both from M-G-M and co-starring Judy Garland. A ballot box was provided, adjacent to the above lobby standee, to enable patrons to register their choice.

One-Day Sales Convention Held By Fox In Toronto

Andy W. Smith, Jr., General Sales Manager of 20th Century-Fox, announced the company's 1948-49 feature program at a one-day convention of the Canadian sales organization at the Royal York Hotel in Toronto on Thursday, July 22nd.

Mr. Smith presided at the opening day's session which was attended by President Spyros P. Skouras and home office executives including W. C. Gehring, assistant general sales manager; Charles Schlaifer, director of advertising and publicity; Martin Moskowitz, executive assistant to Mr. Smith; Peter Levathes, Short Subjects sales manager; Clarence A. Hill, manager of branch operations; Frank Carroll, Roger Ferri, and Jack Bloom.

The Canadian contingent included Arthur Silverstone, Canadian Division Manager, and the following Dominion branch managers: V. M. Skorey, Calgary; Edward English, Montreal; R. G. March, St. John; H. J. Bailey, Toronto; J. E. Patterson, Vancouver, and J. H. Huber, Winnipeg; also exploitation representative Sam Glasier, and the Toronto salesmen and bookers.

Canada recently emerged as the Number One Division in the Andy Smith Anniversary Month and also as Division Champion of the Spring Drive. Vancouver finished first among the branches both in the Smith Month and in the Spring Drive.

New Film Technique Used in NFB Picture

Contrary Mary of nursery rhyme fame will find an answer to the question "How does your garden grow?" in a film recently released in Canada. Through the method of time-lapse photography the film shows, in a few minutes, the full life story of a plant from seed to maturity.

By introducing a camera to a garden, focusing it on a plant and employing a clockwork mechanism to click pictures at regular intervals day after day the lens records a complete life cycle.

The film "Science in Bloom" concentrates on Canada's unique Botanical gardens in Montreal. It was produced by the National Film Board and released in the new Canada Carries On series.

Just about any person in Montreal can find something of interest in the Botanical Gardens, the film points out. They offer courses and lectures to adults and children of all ages. Anyone with an agricultural problem can bring it to the extensive research station at the gardens, or any one, looking for relaxation, can enjoy the masses of beautifully arranged flowers in the park.

Music for the film was written by Bob Fleming, young Canadian composer from Saskatoon. Fleming, well-known to Canadian audiences, has won several music scholarships.

RAY PRESENTS

(Continued from Page 3)

and 20th Century-Fox must remember it, with sadness, also. The Motion Picture Code did not object to "Forever Amber", but the Legion Of Decency did, and with the eliminations suggested, the people who have read the book, will have their opinion also. I am not pretending to be as clever as Sol. C. Siegel, producer of "The Prince", who advised the press that he had solved the problem of its production. "Lucrezia and Cesare", said Siegel, "have no father in the scenario". Shellaburger was writing a historical novel, but we have eliminated all political aspects of the story and are concentrating on fictional characters. If we had done anything else, we would have created a great furor among Roman Catholics. It sounds simple enough, but Mr. Siegel, I advise you not to produce that picture; you have no idea of "the furor" you will create among Roman Catholics, and people of other faiths, who desire respect and consideration for their faith, will not like this digging up of a nasty bit of history, in which the sacred head of a Church is revealed as a scoundrel, and whose children have made the name of Borgia infamous in history.

PARAMOUNT is considering the production of "The Mask of Lucrezia". Richard Maibaum is to be the producer. The story was written for the screen by Michael Hogan, Clemence Dane, and Cyril Hume. This story deals with the Renaissance; it is reported to be melodrama, but its two leading characters are Cesare and Lucrezia.

"We are assured", stated Maibaum, "that as long as we made no mention of the Papacy, or of religion, the church would not interfere with the project". But Cesare and Lucrezia have a historical background dyed in blood; they are villainous characters, and even with the elimination of their parenthood, those who know their history know that Cesare, at seventeen, was presented with a Cardinal's hat by his father, the Borgia Pope, that he withdrew from the

Cardinalate to lead the army of the Papal States. Ray Milland is to play Cesare, who will be referred to as the Duke of Romagna and Paulette Goddard will be Lucrezia. Paramount appears to have a better chance of getting by than 20th Century-Fox, but Code or no Code, Paramount, also will have trouble, for Lucrezia and her brother, Cesare, were the very root of evil.

Somewhere, I read of the Devil imprisoning King Solomon and impersonating the king, ruling in his stead for a period of years. The wise men suspected him, and poured sand upon the floor where the king walked. They discovered the imprint of a hoof, released King Solomon and drove out the Devil. The Borgia Pope might have been an impersonation of the Devil. Since the producer of "The Prince" is playing around with history and playing up fictional values, why not play a little more and throw in the Devil impersonation?

Columbia Pictures is going to do "The Life of Capone"; they will, no doubt, show that Crime does not pay, but why should we present upon our Screen a man who was alleged to be The King-Pin of Gangsters? Superman, now there is a character for our Screen, loved by old and young, adored by our children. 20th Century-Fox and Paramount may know the answers, and I, just a little Canadian, in a four percent territory, may be displaying an example of my ignorance, but Time will tell.



Up

High

Cleans

Suction

Power

Places

And

Low

Down

Auditorium

Floors

DISTRIBUTED BY

Dominion Sound Equipments Ltd.
Edey & Edey, Hamilton
Foothills Machinery Co., Calgary & Lethbridge
Gaumont Kalee Ltd.

General Supply Co., Regina
General Theatre Supply Co., Ltd.
Prygrocki Bros., King's Theatre, Winnipeg
Vacuum Rebuilders Reg'd, Montreal

NATIONAL SUPER SERVICE CO. OF CANADA

183 PARLIAMENT ST. - TORONTO

1209 GRANVILLE ST. - VANCOUVER

Maritime News

By A. L. FAIRWEATHER

DURING the week of July 12th, Exchanges, in Saint John, were busily engaged in making plans in case the threatened railway strike took place and were investigating alternate means of transporting their films, hither and yon. Since Saint John is the distributing centre for the Maritimes, this was not so much of a problem for the city, but the returning of pictures from outside points created quite a worry.

Visitors in Saint John recently have been Harold Gaudet of the Capitol Theatre, Summerside, P.E.I.; Mrs. Art Mitchael of the Mayfair, Port Elgin, N.B.; Mr. and Mrs. Victor McLaughlin of the Opera House, Newcastle, N.B.; R. R. Kertson of the Opera House, Grand Falls, N.B., and J. Le Blanc of the Capitol, Shediac, N.B.

New Brunswick people are interested in the career of Harvey Clifford, one of Canada's champion skiers, who was born at Oak Point, on the Saint John River. Previous to his professional entrance in the athletic world, Harvey won practically every amateur competition and was second best North American in the Olympics. He was considered among the ten best skiers in races in France and Austria last winter. He has been in Banff recently, in connection with the production of a full length feature film, but he now has a contract with Hollywood. He is only twenty-two years old and has been living in Ottawa. His grandmother resides in Saint John.

Sidney Wymán, manager of the Community at Yarmouth, N.S., made an extra feature for the celebration of the ninth anniversary of that theatre's opening.

Lou Michelson and his wife are being welcomed back to Saint John, after their five months in Winnipeg where Lou was manager for Selznick Releasing Organization. He is now Saint John manager for Empire Universal. Herb Mathers has returned to Empire Universal's office.

The Empire Theatre at Kentville, N.S., and the Capitol at Campbellton, N.B., F. G. Spencer Co. Ltd. theatres, were among those donating their theatres for School closings.

Maurice Ellman, Maritime manager for Alliance Films, was involved in a car accident, but escaped, luckily, without a scratch, while his son had bruises and scratches. A truck ran into a motor car ahead of Mr. Ellman, who was returning from his summer home at Padenec.

H. Cohen, manager at Saint John for R-K-O, attended the R-K-O regional conference in Toronto, where officials of the Company met.

Harvey Harnick, General Sales Manager for Columbia Pictures, was in Saint John conferring with Lou Simon, Maritime manager. The new "Superman" serial is causing quite a sensation and inquires as to its dates are being received at the local office from kids from six to sixty. It is expected that it will be shown here early in August.

Harrison Howe, manager of the Capitol Theatre at Saint John, is on vacation with his family, spending part of the time at a summer resort in Nova Scotia.

T. J. O'Rourke, with his wife and daughter, Kay, are visiting in Saint John. Mr. O'Rourke has many friends in the territory, as he was in Saint John for many years at the Palace and Gaiety Theatres. He now operates the Gaiety at Minto, N.B., where he takes an active part in all Community efforts and is a valued citizen.

"Damaged Goods" an Astral Film release, is re-entering the territory and will be shown in Nova Scotia.

R. R. Kertson, who operates the Opera House at Grand Falls, N.B., accompanied by his daughter, was a visitor in Saint John last week booking and dating his theatre before starting on a motor trip to the United States, where they will spend some time.

Jack Bellamy, manager at Saint John for International Film Distributors, has been spending a vacation, with his family, at Long Reach, Saint John River.

George Heiber, manager at Montreal for United Artists, accompanied his wife and child to Saint John where the family will spend the summer with relatives at their summer home at Padenec on the Saint John River.

N. Vassis, president of the Saint John Amusement Company Ltd., which operates the Empire Theatre in Saint John, was in Halifax last week, looking after the company's N.S. interests.

The Capitol Theatre, Saint John, has joined with other large business firms in employing members of the Canadian Corps of Commissionaires as doormen, and with their blue uniforms and the ribbons they won so well, they make an impressive appearance.

Saint John Insurance rates in some of the theatres have been stepped up, probably as a result of the fires in Moncton and vicinity.

Dave Gregor, of Cardinal Films, is very busy with their first "Date Drive" which begins August 1st until September 30th. He has recently returned from a trip through P.E.I. where "Wings of the Morning" has been most successful.

Roy McDonald, formerly in the motion picture business, has become re-associated with the new Vogue Theatre at Halifax, N.S.

Motion Pictures are among the entertainments offered to the young people attending the Y.W.C.A. "Stay at Home" Camp being held at Saint John.

Mary Debly, who was on the staff of Paramount Film Service, Saint John, for some years, has now accepted a position with United Artists in Saint John.

F. C. Owens, chairman of the N.B. Board of Censors, is away from Saint John quite a lot these days as the racing season has begun, and his duties take him to meets. Largely attended races are being held at Saint John on a new race track, and at St. Stephen, N.B.

Margaret Lester, reviser for Paramount Film Service Ltd., Saint John office, spent her vacation at Dalhousie, N.B.

The Vogue Theatre, Halifax, made a special effort to welcome the aircraft carrier "Magnificent", with an interesting display, when it arrived at that Port.

The Capitol Theatre, Sydney, N.S., will be closed for several weeks to be completely renovated. The Capitol is operated by D. P. McDonald.

Friends will wish Mrs. Reginald March a speedy recovery from an operation at the General Hospital. Mr. March is 20th Century-Fox manager at Saint John and Mrs. March is a niece of the late Walter H. Golding, and a sister of Walter R. Golding of the Community Theatre, West Saint John.

Gerald Spencer of the F. G. Spencer Co. Ltd. has returned from a motor trip, visiting the theatres of that Company in N.B., N.S. and P.E.I.

J. M. Franklin has received a letter, from General Osborne of the Salvation Army, thanking the Franklin-Herschorn Company for the use of the new Vogue Theatre at Halifax, and which highly praised both the generous action in giving the theatre for a public meeting and also for the possession of so fine a place of amusement.

« Capital Story »

By WILL McLAUGHLIN

WORK is progressing rapidly on the new Odeon Theatre on Bank Street, about one block from Famous Players Capitol Theatre. The theatre proper is in the rear of several stores fronting on Bank Street, and it has not been possible to get possession of these stores owing to leases, so that the theatre lobby could be built. However, stores for these tenants have now been completed along Slater Street, and the tenants are moving into the new stores leaving the way clear, at least, to tear out the stores at the front so that the lobby may be built. It is confidently expected that the Odeon will be ready to open by the end of this year and it will add another large first run theatre to Ottawa's uptown entertainment area.

William Hartnett, veteran business agent for the I.A.T.S.E. Projectionists local, has been in ill health but is progressing well and looking forward to attending the annual convention of the union in Cleveland later this summer. Local show folks are pulling for the popular Bill to have sufficiently regained his health, by that time, to be able to enjoy the trip to Cleveland.

George Degnon, popular public relations director for R-K-O-Radio Pictures in Eastern Canada, is expected in Ottawa shortly, in connection with forthcoming openings of his company's new Fall product at the Capitol and Regent Theatres. We missed George's last two trips to the capital, on account of illness, but will be ready to co-operate with him the next time he comes this way.

Charles Dentelbeck, of Famous Players head office, was in Ottawa checking over equipment in the houses under his supervision. While here, he installed a new screen in the Cartier Theatre, Hull, Que.

Ottawa and Hull theatres are taking a considerable beating these lovely Summer nights when the Ottawa entry in the Border Baseball League play visiting teams under the floodlights. Four to five thousand fans, many of whom are on the distaff side, flock to Lansdowne Park to see last year's champions battle their opponents for top position in the league standing.

Henry Marshall and his house staff practically tore up the carpets of the Regent Theatre in a prolonged and fruitless search for a highly valued cigarette lighter which was reported lost in the theatre by a local newspaper cinema reviewer. Latter 'phoned in next day to say that he found the lighter at home. Sorry Henry!

Henry Marshall, manager of the Regent Theatre, is looking forward to a vacation sometime next month. Nick Tremblay, assistant manager at the Regent, will have a few weeks holiday before Henry takes off on that long-delayed fishing trip up the Pontiac River.

Today was "visitors day" at my desk, with a steady stream of the managers' fraternity calling around to see whether your reporter was feeling all right after his recent bout with the medicos and X-Ray machines at Ottawa Civic Hospital. Among the lads who called in were Henry Marshall, manager of the Regent Theatre; Frank Paul, manager of 20th Century's Imperial, and Don Watts, who recently returned to the capital city as manager of 20th Century's Rideau Theatre.

Formed in April of last year, the Pembroke Film Council has grown into an organization benefitting an ever widening segment of the Upper Ottawa Valley community, with the membership numbering over 2,000 men, women and children in every walk of life. During the Summer months the Council presents an outdoor showing of films every Sunday evening, supplemented by group singing, in a co-operative program with the town's recreation commission. Also now under way is the showing of a series of various instructive sports films on baseball and tennis technique which have proven a great success with the townfolks, to date.

Haskell Masters and Ben Kalmonson, Warner Brothers, passed through Ottawa on their way to a secret rendezvous with the elusive red trout at a private camp in the wilds of Northern Quebec.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE

7th week. "The Mating Of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

EGLINTON-TIVOLI

"To The Victor" (W-B), with Dennis Morgan and Viveca Lindfors.

FAIRLAWN-DANFORTH

"The End Of The River" (E-L), with Sabu.

IMPERIAL

"Fort Apache" (R-K-O), with John Wayne, Henry Fonda and Shirley Temple.

LOEW'S

2nd week. "On An Island With You" (M-G-M), Technicolor, with Esther Williams and Peter Lawford.

NORTOWN-VICTORIA

"Woman In White" (W-B), with Eleanor Parker, Alexis Smith and Sydney Greenstreet.

SHEA'S

4th week. "The Fuller Brush Man" (Col.), with Red Skelton and Janet Blair.

UPTOWN

"Feudin', Fussin' And A'Fightin'" (U-I), with Donald O'Connor and Marjorie Main.

MONTREAL

CAPITOL

"You Were Meant For Me" (Fox), with Jeanne Crain and Dan Dailey.

IMPERIAL

2nd week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

LOEW'S

"Homecoming" (M-G-M), with Clark Gable and Lana Turner.

PALACE

2nd week. "The Bride Goes Wild" (M-G-M), with Van Johnson and June Allyson.

PRINCESS

"April Showers" (W-B), with Jack Carson and Ann Sothern. Also "Waterfront At Midnight" (Para.), with William Gargan and Mary Beth Hughes.

AVAILABLE

Theatre manager. French - Canadian Bilingual. 35 years of age. Five years experience. Can provide excellent references.

PAUL BERGERON,
La Tuque, Quebec.

SAINT JOHN

CAPITOL

"Meet Me At Dawn" (Fox), with William Eythe and Hazel Court.

MAYFAIR

"Escape Me Never" (W-B), with Errol Flynn and Ida Lupino. Also "My Dog Rusty" (Col.), with Ted Donaldson.

STRAND

"The Way To The Stars" (E-L), with Michael Redgrave, John Mills and Rosamund John.

WINNIPEG

CAPITOL

"The Miracle Of The Bells" (R-K-O), with Fred MacMurray, Valli and Frank Sinatra.

GARRICK

6th week. "The Mating Of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

METROPOLITAN

"The Sainted Sisters" (Para.), with Barry Fitzgerald, Veronica Lake and Joan Caulfield.

ODEON

"April Showers" (W-B), with Jack Carson and Ann Sothern.

CALGARY

CAPITOL

"Dream Girl" (Para.), with Betty Hutton and Macdonald Carey

GRAND

"Pirates Of Monterey" (U-I), Technicolor, with Maria Montez and Rod Cameron.

PALACE

"Fury At Furnace Creek" (Fox), with Victor Mature and Coleen Gray.

VANCOUVER

CAPITOL

"To The Victor" (W-B), with Dennis Morgan and Viveca Lindfors.

ORPHEUM

"Fort Apache" (R-K-O), with John Wayne, Henry Fonda and Shirley Temple.

PARADISE

"Valley Of The Giants" (W-B re-issue), with Wayne Morris and Claire Trevor. Also "I Am A Fugitive From A Chain Gang" (W-B re-issue), with Paul Muni and Preston Foster.

PLAZA

"On The Avenue" (Fox re-issue), with Dick Powell and Alice Faye.

STRAND

"Green Grass Of Wyoming" (Fox), Technicolor, with Peggy Cummins and Charles Coburn.

VOGUE

"River Lady" (U-I), Technicolor, with Yvonne DeCarlo, Dan Duryea and Rod Cameron.